

Project Statement

This website is created to help the client to market and sell her handmade merchandise. The goal is to show the selection of product in an attractive way in order to keep the viewers interested and engaged enough to browse the offered selection, chose and buy items, look for more information, sign up for newsletters, bookmark the page, and recommend the site to other users.

05-Content Modules - Content List

Anna Wagner

Element	Form	Notes
Hooked	<h1>	Large typography
Handmade Toys	<h2>	typography
Hooked logo	img	Background abstract
Product qualities	<p>	statement
navlinks	Typography, images	
Heading for link	<h2>	“Project links”
products		Images

Website Content Plan

Business Goals

Attract visitors

Gain new and retain existing customers

Sell product

What Visitors Want

Browse the inventory

Find out details about items

Buy product

What Makes My Biz Different

Original handmade items

Customized made as well as stock models

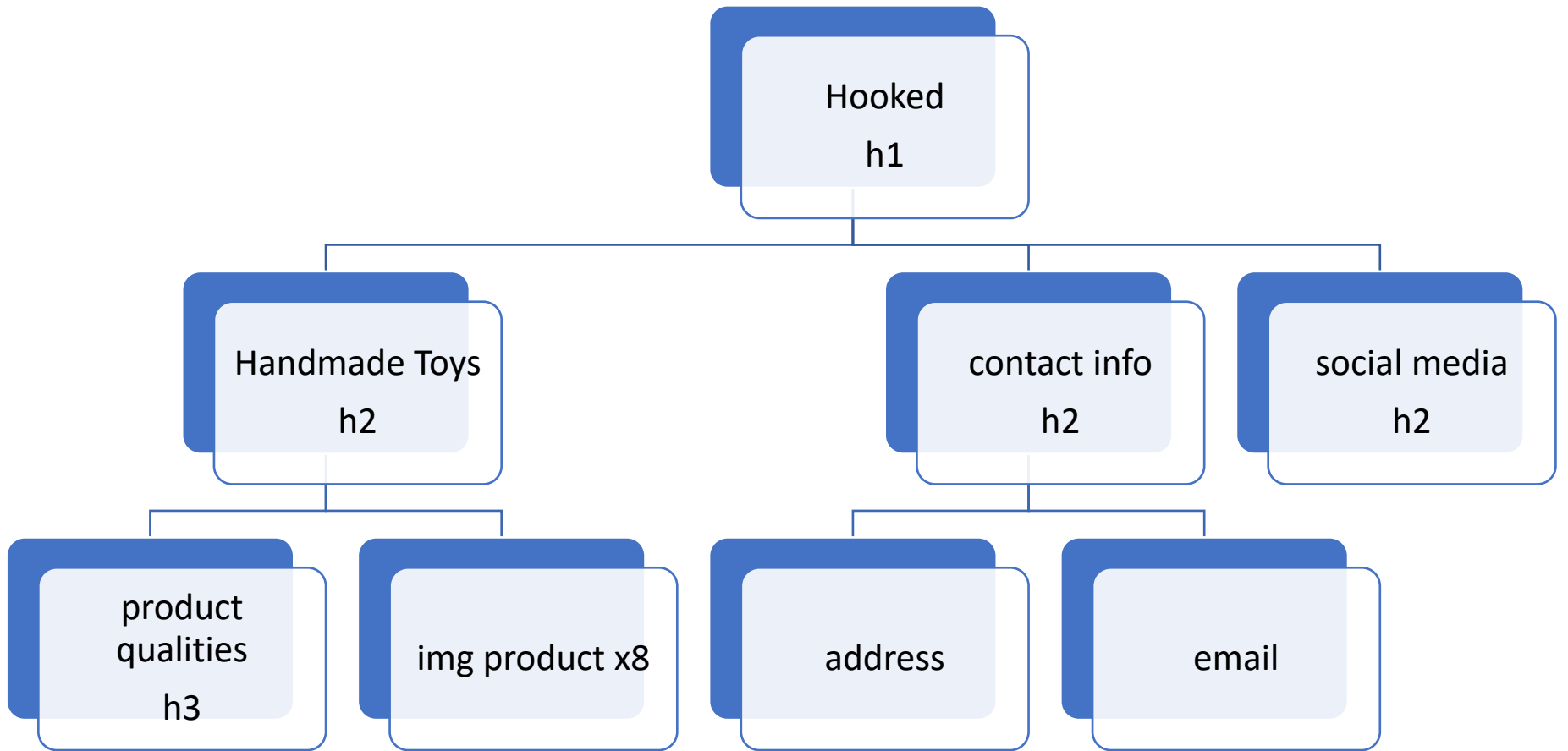
Negotiable pricing and timing

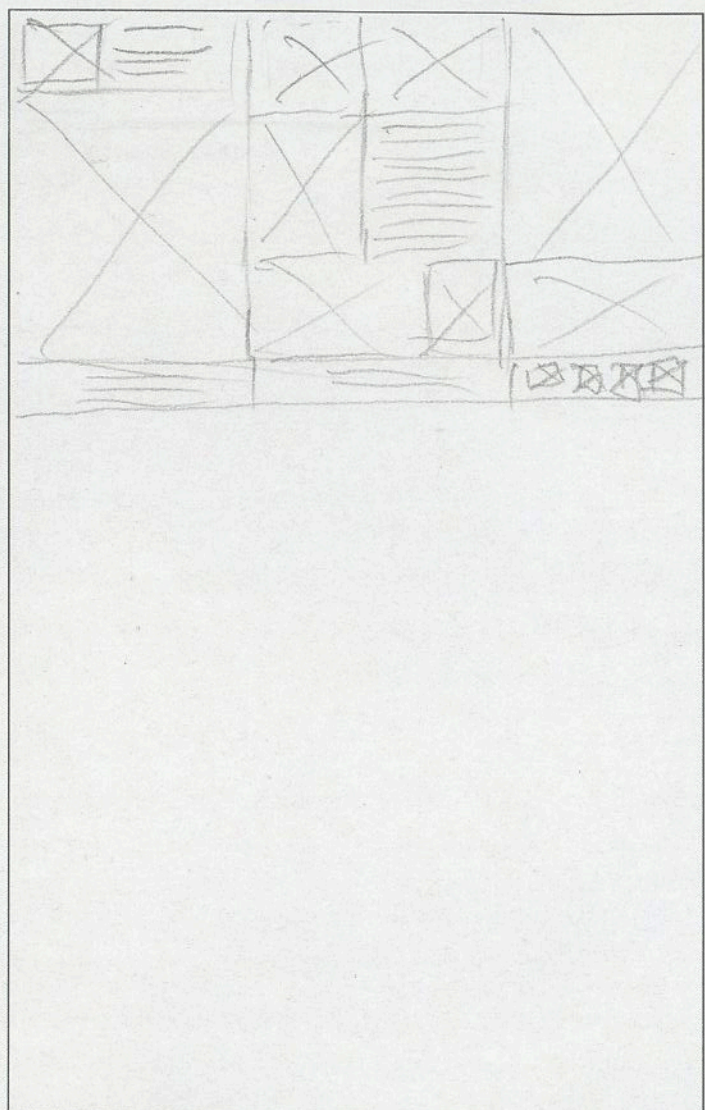
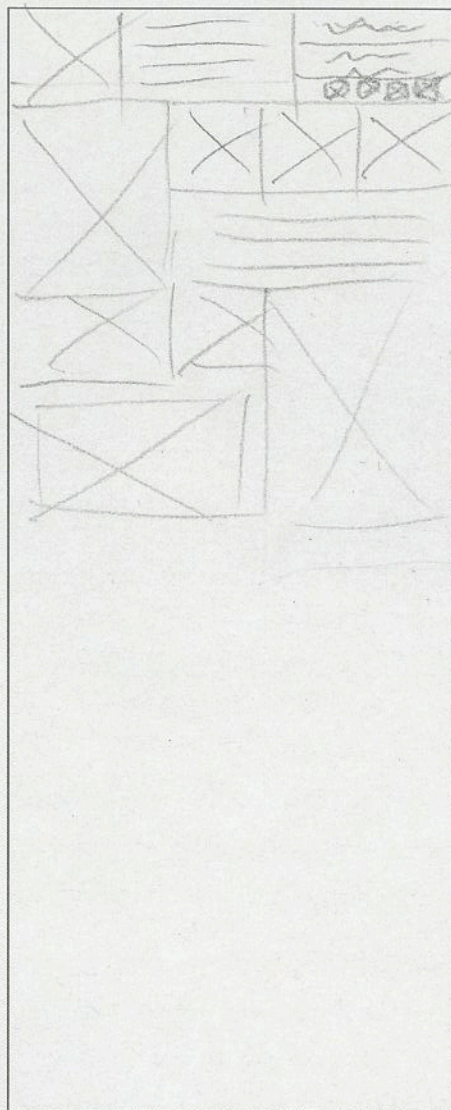
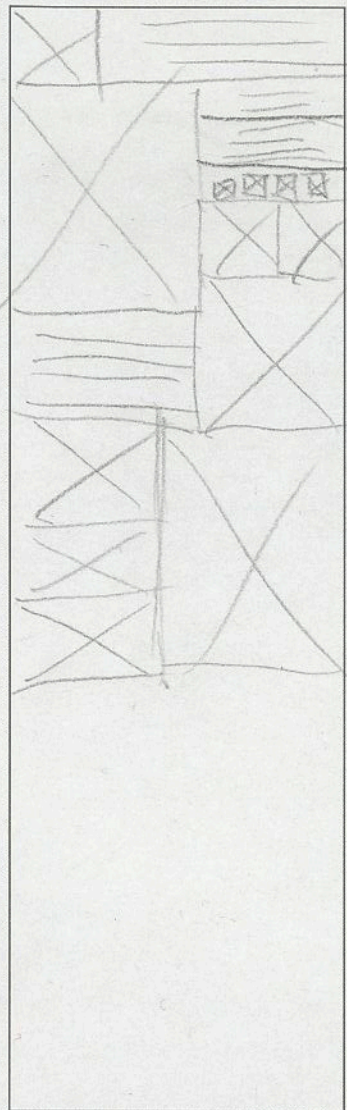
What Action I Want People to Take

Go beyond landing page and keep looking through the pages

- Bookmark
- Like
- Tell others

- Buy products



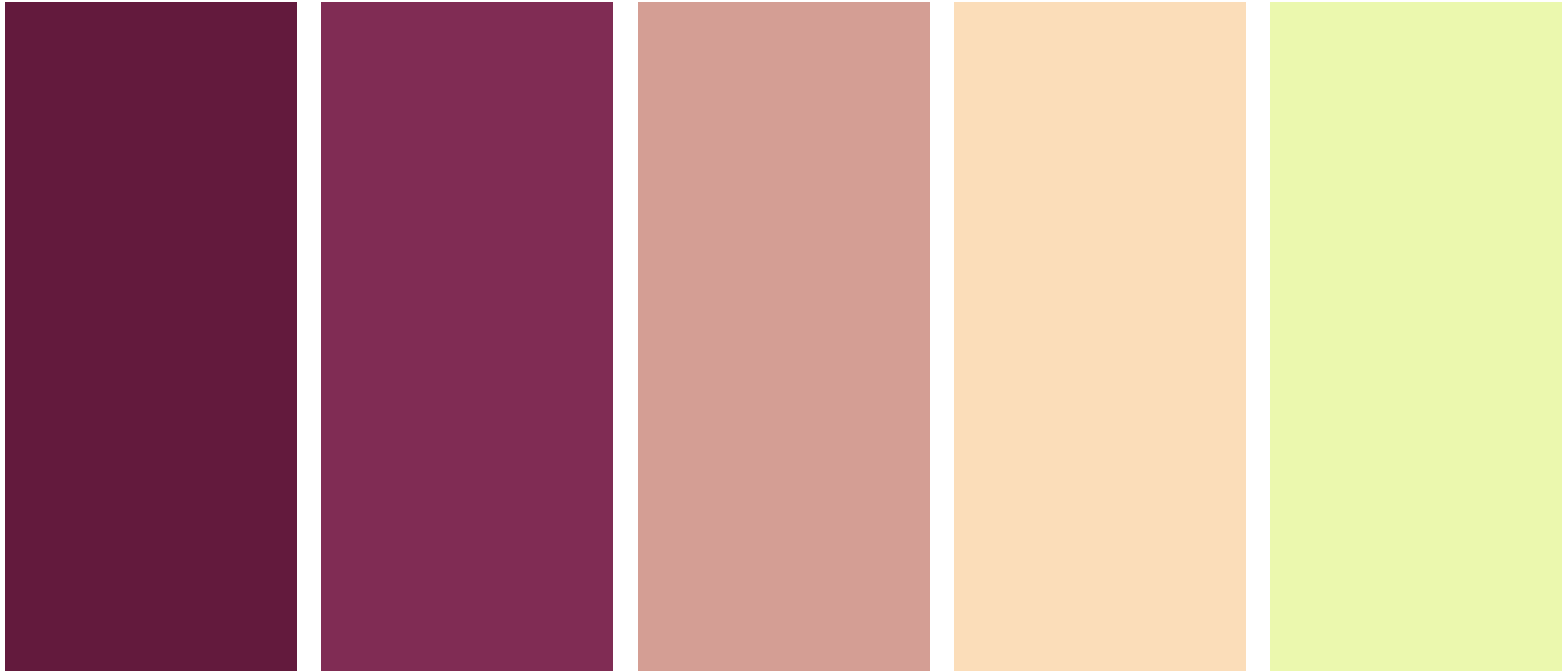


PROJECT NOTES

Anna WAGNER

COOLORS

colors.co/631a3d-802c54-d49e94-fbddb9-ebf8ae



HEX	#631a3d	HEX	#802c54	HEX	#d49e94	HEX	#fbddb9	HEX	#ebf8ae
RGB	99 26 61	RGB	128 44 84	RGB	212 158 148	RGB	251 221 185	RGB	235 248 174
HSV	331 74 39	HSV	331 66 50	HSV	9 30 83	HSV	33 26 98	HSV	71 30 97
CMYK	0 74 38 61	CMYK	0 66 34 50	CMYK	0 25 30 17	CMYK	0 12 26 2	CMYK	5 0 30 3